

## stuttgart media university

Stuttgart Media University (HdM) offers Bachelor and Master programs in order to prepare specialists and generalists for work in today's world of media. The spectrum of professional media education at Stuttgart Media University is one of a kind throughout Europe. 21 courses of study are offered, including printing, audiovisual media, information systems, advertising, media administration and media production.

We are proud of our numerous international partnerships and activities. About one third of our students spend a part of their studies abroad. And every semester, we welcome numerous exchange students from around the world.

Stuttgart Media University  
Nobelstraße 10  
D-70569 Stuttgart

Phone: ++49-(0)711-8923-10  
Fax: ++49-(0)711-8923-11  
[www.hdm-stuttgart.de/english](http://www.hdm-stuttgart.de/english)

Foreign Student's Office:

Gottfried Ohnmacht-Neugebauer  
Phone: ++49-(0)711-8923-2031  
E-Mail: [aaa@hdm-stuttgart.de](mailto:aaa@hdm-stuttgart.de)

## the ebmc finals: schedule

### November 26<sup>th</sup>, 2009

- 10:00 Welcome
- 11:00-12:15 Competition
- 12:15-13:15 Lunch Break
- 13:15-18:15 Competition
- 18:15 Christmas Market in Stuttgart

### November 27<sup>th</sup>, 2009

- 10:00-12:15 Competition
- 12:15-13:15 Lunch Break
- 13:15-16:30 Competition
- 14:30-16:00 Company Presentations
- 17:00 Award Ceremony
- 18:00 Get Together Party



european business masters cup  
c/o Stuttgart Media University  
Dr. Hartmut Rösch, Magdalena Weinle

Email: [ebmc@hdm-stuttgart.de](mailto:ebmc@hdm-stuttgart.de)  
[www.hdm-stuttgart.de/ebmc](http://www.hdm-stuttgart.de/ebmc)

## imprint

Art Director: Sylvia Rennert  
Photographs: Petra Rösch, Sylvia Rennert (Title)  
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# willkommen, bienvenue, welcome, willkommen, willkommen, bienvenue, bienvenue, welcome, welcome to the finals of the european business masters cup

**real business.** international management  
**but fun.** simulation competition  
for students

STUÏGART | 



  
HOCHSCHULE DER MEDIEN

## the competition

The European Business Masters Cup is an international management simulation competition in which students of all faculties learn to think and act as entrepreneurs.

In the finals, students from England, France, Germany, Scotland and Switzerland work in international teams in order to encourage intercultural dialogue and exchange.

During the simulation, the teams take on the task of managing a fitness equipment manufacturer that also offers on-site technical service. The participants make decisions on sales and distribution, purchasing, research and development, goods and services, personnel, finances and accounting, projects and planning. The simulation software TOPSIM Business Development is provided by Tata Interactive Systems.

In addition, the participants face special tasks in order to enhance their presentation, project management and negotiation skills.

## the finalists

In 2009, the national preliminary rounds have taken place at four Partner Universities and at Stuttgart Media University. The participants of the winning teams were selected for the ebmc finals.

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Switzerland



### School of Business and Engineering Vaud (HEIG-VD), Yverdon-les-Bains

Pablo Blanco  
Farouk Khechana  
Lionel Linder  
Sebastien Olivier

Scotland



### University of Abertay, Dundee

Grace Wuraola Motayo  
Astrid Brodersen  
Mario Barreiro Suso  
David Feeney  
Jon Tilsner

Germany



### Stuttgart Media University (HdM)

Melessa Brosig  
Larissa Walz  
Manuel Fink  
Lukas Klingel

France



### Nancy 2 University

Colin Hugo  
Victor Lesure  
Guillaume Mayer  
Thomas Philippe

England



### University of the Arts London - London College of Communication

Hanna Lubin  
Penny Kearns  
Shafik Adam  
Nelson Pimenta